



Engaging less active people

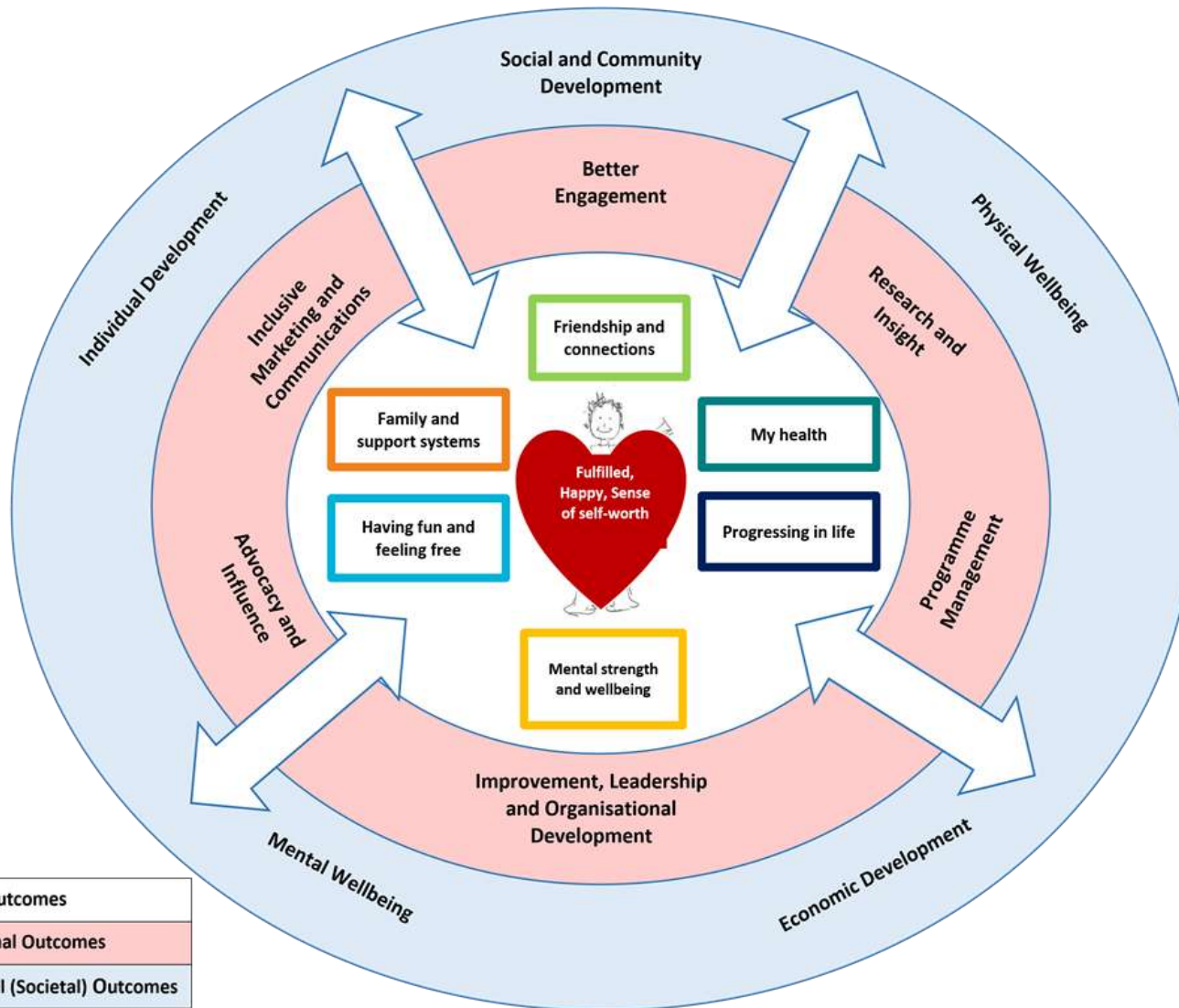
Barry Horne, Chief Executive, EFDS

Why Sports Conference, 17 May 2017

www.efds.co.uk

Vision, purpose and outcomes

- “Disabled people are active for life”
- **Making active lives possible** by enabling organisations to support **individual** disabled people to be active and stay active for life
- **Individual:** enhancing health and well-being
- **Society:** A more equal society with increased choice and opportunity
- **Organisational:** a system where organisations embed inclusion

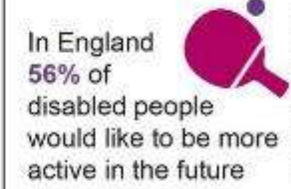
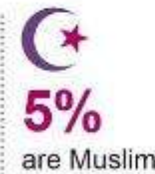
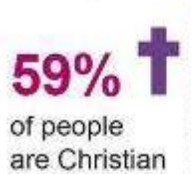
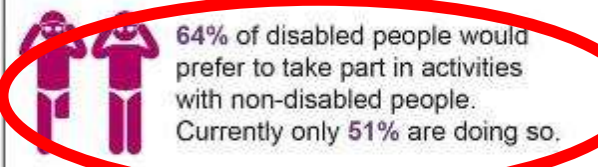
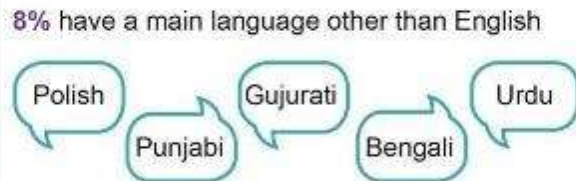
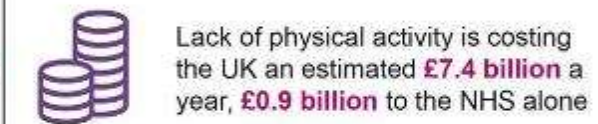
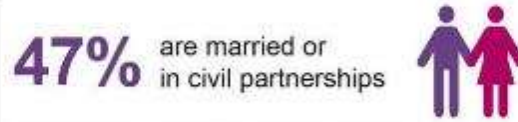


Individual Outcomes
Organisational Outcomes
Fundamental (Societal) Outcomes



Diversity Statistics

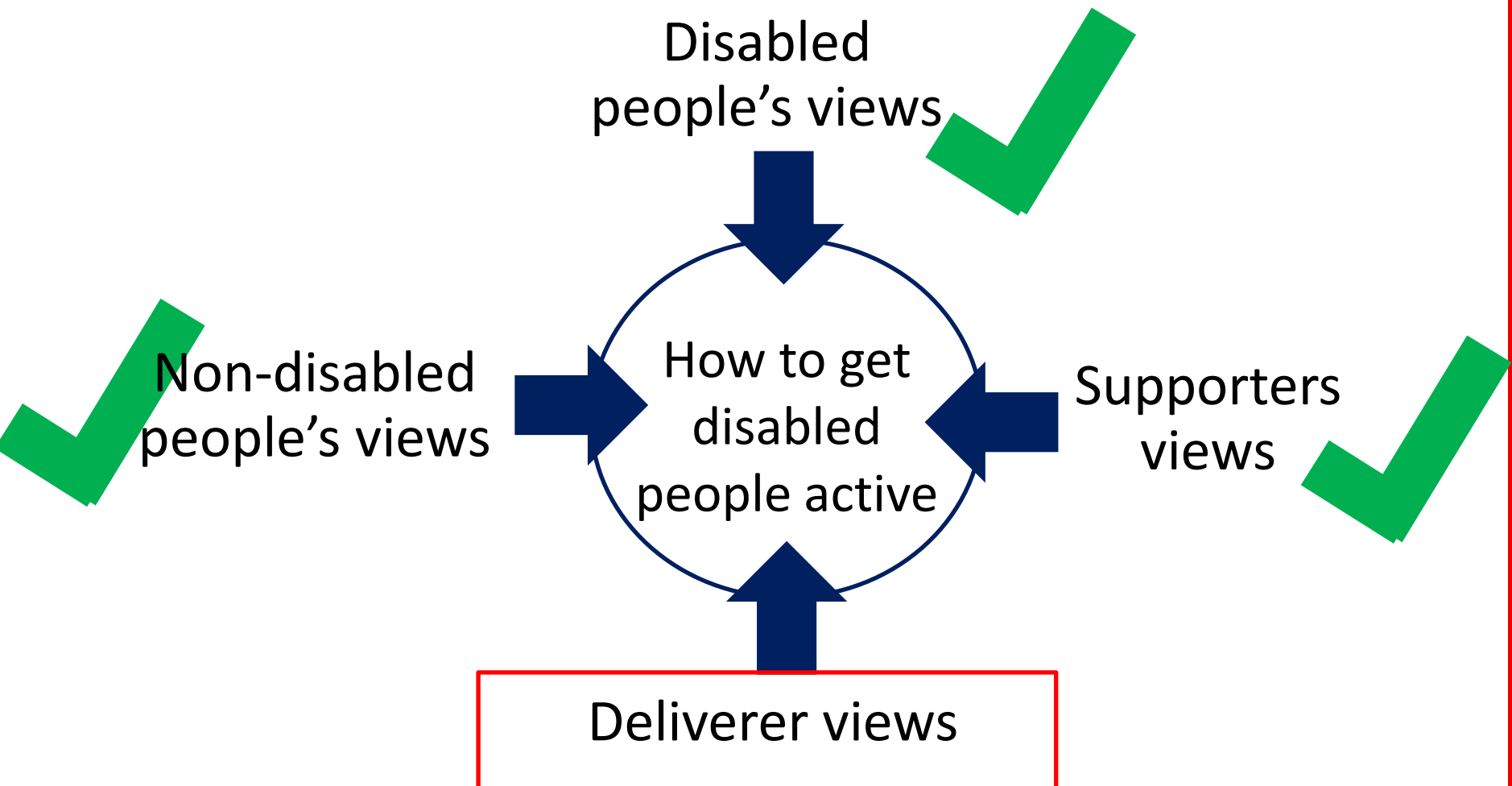
Physical activity statistics



Active Together

- 64% of disabled people would prefer to take part in physical activity and sport with non-disabled people, currently only 51% of people are doing so (EFDS Lifestyle survey 2013)
- 73% of non-disabled people are open to taking part in sport or physical activity with disabled people (EFDS Active Together 2016)

360 degree understanding



What % feel it would be 'easy' for different groups of disabled people to...

	Play sport or be active	Have a full time job
• Hearing impairment	73%	60%
• Mental health conditions	58%	25%
• Behavioural conditions	54%	21%
• Learning disability	61%	24%
• Physical impairment	34%	42%
• Visual impairment	33%	32%

How 'inclusive' are different types of sport?

	Fairly Inclusive	Very Inclusive
• Group Exercise	48%	26%
• Individual sports or exercise	45%	20%
• Team Sports	28%	10%
• 1 vs 1 sports	26%	8%

Agreement with statements that disabled people are...

	Agreement	Implicit Agreement
• Equal to non-disabled people	69%	27%
• No different to non-disabled people	60%	19%
• People like me	50%	24%

Principles to get more people active

Drive awareness

1. Use the channels I already trust
2. Stay local to me

Engage the audience

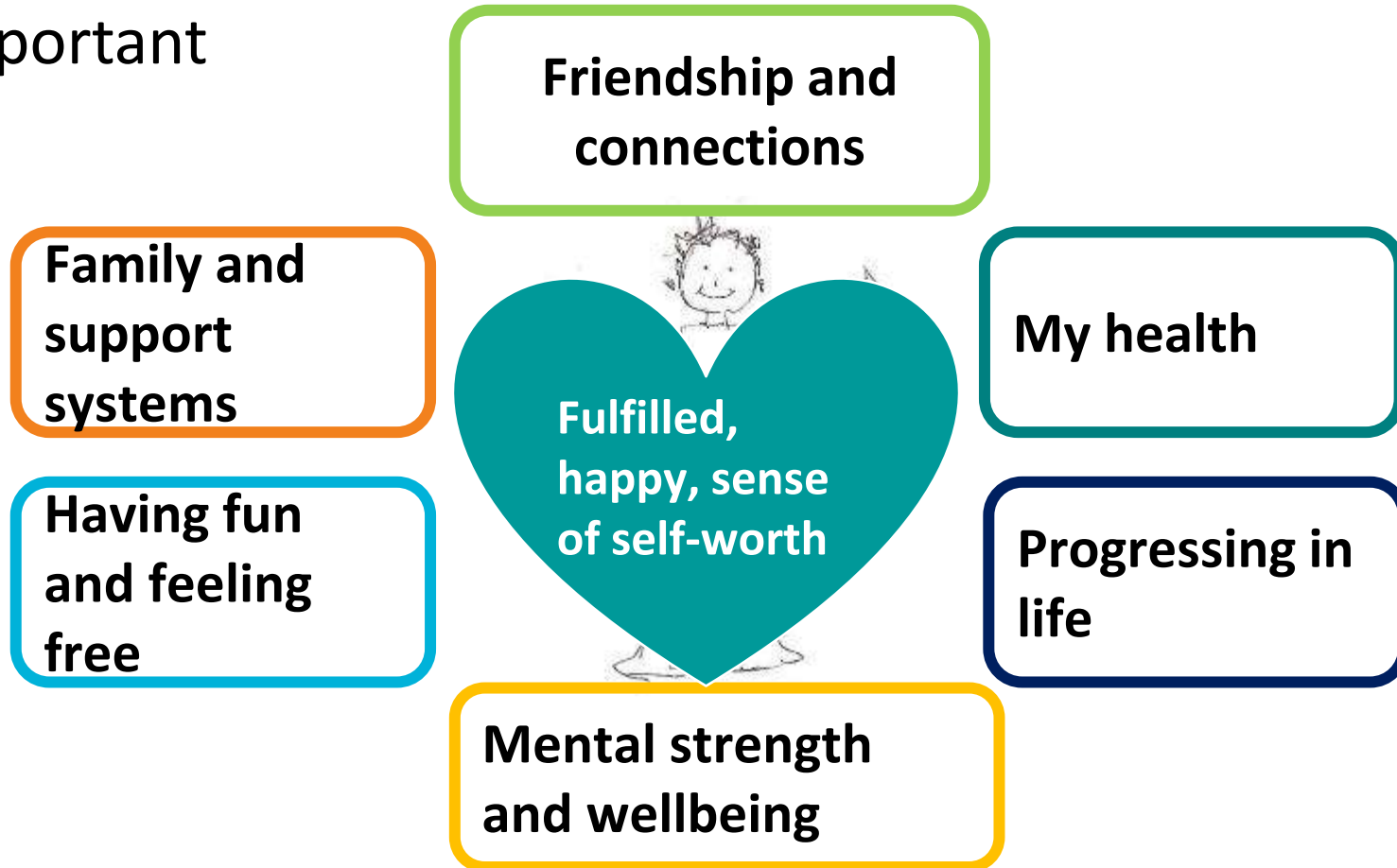
3. See me as an individual
4. Talk to as many of my values as possible
5. Continue to fulfil my values in new ways

Offer support and Reassurance

6. Reassure me I'm going to fit in
7. Make me feel I can do it
8. Make it easy for me to tell you my needs
9. Ensure my first experience is good
10. Encourage me via existing advocates

Motivate me

Link the activity to the values that people find important



More than just the numbers...

- Changing approaches to inclusion **for good**
- Applying “universal” principles and values in diverse localities
- New ways of engaging those who traditional approaches have failed

